Vendor-Client relationships built on collaboration and mutual reward are the secret success strategy of today's hospitality market. The consumptive sales techniques of yesterday have no traction today. Today's customer is more trained, and technology has maximized their ability to both research and communicate. Litigation has increased. New APEX/ASTM Green Standards will soon require another layer of relationship accompanied by transparent documentation. Effective Vendor-Client relationships begin at first contact, continue through "close", and evolve into the post-sale relationship that multiplies sales. New or experienced sales professionals will benefit from hands-on case studies and simulations that address sales and closing strategies from both Vendor and Client perspectives. The exploration of both perspectives is especially appropriate in today's fluid marketplace in which most professionals will be both Vendor and Client during their career.
As noted on course syllabus

G. Special Information

None noted